

Abstract

The diploma thesis *Marketing Magazines in 1990-2011 in the Czech Republic* deals with magazines devoted to the field of marketing published between 1990 and 2011 in the Czech Republic in the context of the transformation and development of society, economy and media. The main goal of the thesis is to analyze the field and development of marketing magazines in the mentioned period. First, the thesis deals with the social and economic changes after 1989 as the prerequisites for constitution and historical development of marketing and media market and subsequently, by method of historical-comparative analysis, it analyzes selected editorial, formal and content characteristics of marketing magazines. In addition to magazines published in the years 1990–2011, the thesis also deals with titles from the period before 1989, which we could consider their predecessors. Last but not least, the thesis deals with selected online competitors of marketing printed periodicals, which have occurred and developed in the studied time period.